



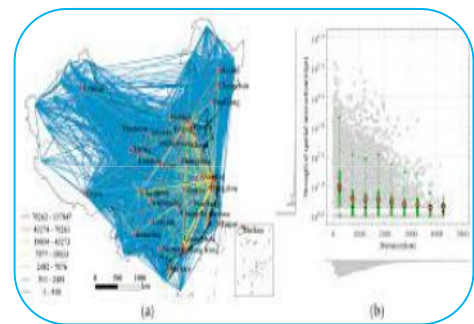
GEOGRAPHICAL STUDY OF CENTRALITY OF MARKET CENTRES IN OSMANABAD DISTRICT OF MAHARASHTRA

Dr. M. G. Lawate

Assistant Professor, D.B.F. Dayanand College of Arts and Science, Solapur.

ABSTRACT

Marketing geography is concerned with the channels of distribution through which goods move from producer to consumer. The present paper is concerned with the calculating the centrality values of the market centres in the Osmanabad District. The whole examination depends on the concentrated hands on work, for which timetable and poll procedures have been utilized to gather the data with respect to 27 parameters chose for the investigation. It is also supplemented by the secondary data. The composite scores of centrality are obtained by location quotient method of Davies. Those Market centers located in urban areas and overgrowing villages are less in number and have high centrality which provides more services to the population and on the different the market centers located in rural areas are more in number with low centrality score.



KEYWORDS : Conceptual, Regional Analysis, Weightage, Centrality.

INTRODUCTION:

For the sustainable development and improvements of socio, economic, political life of people lived in every village's or towns market centres play a vital role not only in the marketing system of the country but also in a rural development. They are provide trade and commerce services and act as nodal centres for transportation and serve as growth a centres, also help in increasing social contact, serve centres of diffusion of innovation and ideas and become focus for political and other activities. Market centres are different from each other. They are different in the respect of their population, size, functional capacity and aggregate importance. The present attempt is concerned with the calculating the centrality values of the market centres in the Osmanabad District. Centrality simply refers to the measure of importance of place in terms of its functional capacity to serve the needs of the people in the surrounding area. The centrality of place can be expressed qualitatively, such as the low and high centrality as well as quantitatively with the help of the centrality values. The centrality values can be obtained by converting the functional base of a place into the scores on the basis of the frequency and importance of the functions performed by the place. The centrality however depends on central functions. These functions have a certain range beyond the limits of the surrounding region.

Hence market centres have predominant economic importance in any region. Market centres also play a vital role in socio-economic development of region (Dixit, 1980). In the present investigation an attempt is made to find out the centrality of market centres in Osmanabad district of

Maharashtra. The entire investigation is based on the intensive fieldwork, for which schedule and questionnaire techniques have been employed to collect the information regarding 27 parameters selected for the study. It is also supplemented by the secondary data. The composite scores of centrality are obtained by location quotient method of Davies.

OBJECTIVES

In view of the above, the specific objectives of the present study-

1. To Calculate the centrality of market centres.
2. To Determine and analysis the centrality of market centres.

DATABASE AND METHODOLOGY

For the present investigation the empirical data regarding market centres have been collected through intensive field work which is supplemented by the secondary data abstracted from socio-economic review and district statistical abstracts and district census hand book. Centrality score is calculated by giving weightage to selected 27 indicators of various functions and services. The composite scores of centrality are obtained by location quotient of Davis (1967). The results are shown with the help of table and maps.

LOCATION, SITE AND SITUATION

Osmanabad is situated in Marathwada region of Maharashtra state. The absolute location of district is in between 17°39'45" and 18°42'30" North latitudes and 75°18'30" and 76°46'15 East longitude. It is bounded to the South-West by Solapur district, to the North-West Ahmednagar district, to the North by Beed district, to the East by Latur district and to the South by Bidar and Gulbarga district of Karnataka State. The total geographical area of district is 7512.40 Square kilometers. As per as area is concerned the district ranks 24th in the state of Maharashtra out of which 248 sq km is urban area (3.21 % of total area) and 7321 sq km is rural area (96.79 % of total area).

CONCEPTUAL ASPECTS OF CENTRALITY

No doubt the every market centers differs from each other in respect of their centrality and their relative population of an individual market center, functional capacity and there aggregate importance also. Centrality refers to the 'measure of importance of a place in terms of its functional capacity to serve the needs of the people in the surrounding area'. The centrality of the central place can be expressed qualitatively, such as the relatively low and high as well as can be expressed quantitatively with the help of absolute centrality values.

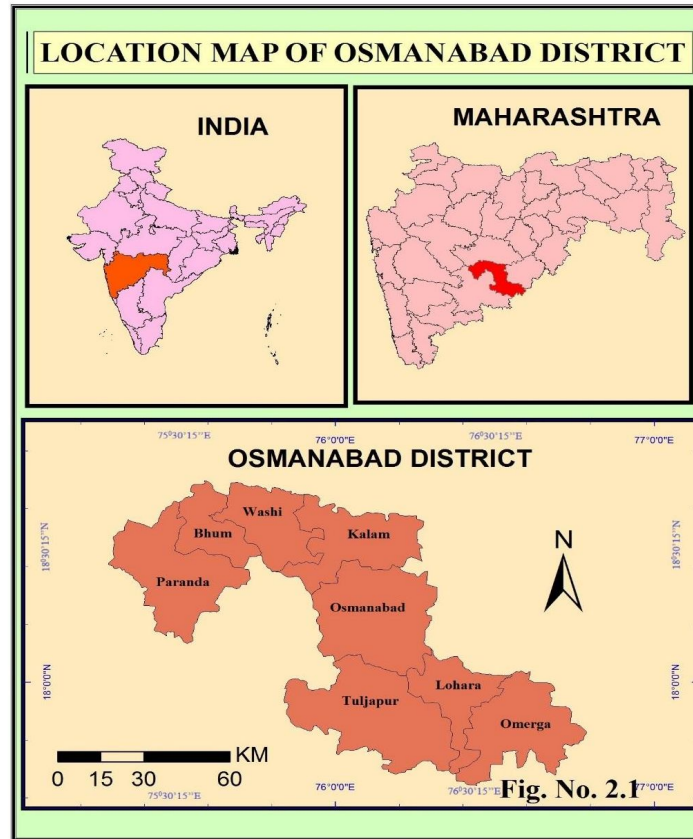


Fig.1

The centrality values mostly obtained by converting the functional base of the center into the scores based on the frequency and importance of the functions performed by the same center. The centrality however depends upon central functions. These functions have the certain range to the surrounding region. Christaller (1933 and 1966) rightly considered central places as the places providing central goods and services to their hinterlands.

According to him, the centrality of place is component of functional magnitude which is required for the population of its hinterland. The term 'central place' mostly used in a relative science. Every place has certain importance more or less in accordance with its possession of certain functions or services not mealy for its internal population, but for surrounding areas also (Singh,1977). Theoretically a central place enjoys centrality in a given area or region with respect to a variety of functions or services to the its surrounding areas. For the rational study of the centrality, location quotient method of Davis (1967) has been employed. By this method a score for any single unit of function has been calculated by using following equation.

Where,

- C = Score for any function 't'
- t = One unit of function 't'
- T = Total number of functional unit of Function 't' in the area.

Various indicators have been considered to examine the centrality of market centers of the study region. These indicators affect the centrality of the market centers.

Table 1

Osmanabad District: Parameters for Centrality

Sr. No.	Parameters for Centrality	Sr. No.	Parameters for Centrality
1	Primary school	15	15. Urban center
2	Middle school	16	16. Telegraph office
3	Secondary school	17	17. Telephone office
4	Junior college	18	18. Bus stop
5	Senior college	19	19. Bus stand
6	University	20	20. Railway station
7	Any other educational institute	21	21. Weekly market
8	Primary health center	22	22. Bi-weekly market
9	Primary health sub-center	23	23. Daily market (Rural)
10	Primary health unit	24	24. District headquarter
11	Dispensary	25	25. Tahsil headquarter
12	Hospital	26	26. Urban center
13	Post office	27	27. District headquarter
14	Tahsil headquarter		

Source: Determined by the Researcher.

ANALYSIS OF CENTRALITY

The composite scores of centrality obtained by the 'Location Quotient Method' (Davies, 1967) clearly indicate the notable difference between the lower and higher values (Table 2).

Table 2
Osmanabad District: Centrality Scores of Cattle Market Centers
(Locational Quotient Method)

Sr. No.	Market Center	centrality Score	centrality Rank	Sr. No.	Market Center	centrality Score	centrality Rank
1	Osmanabad	2838.46	I	33	Dalimb	116.66	IV
2	Tuljapur	1489.74	II	34	Para	108.97	IV
3	Umarga	1243.59	II	35	Aambi	107.69	IV
4	Kalamb	961.54	II	36	Etkur	106.41	IV
5	Bhum	826.92	II	37	Sastur	101.28	IV
6	Paranda	750	II	38	Moha	100	IV
7	Naldurga	514.01	II	39	Kaati	98.72	IV
8	Murum	506.41	II	40	Kond	98.71	IV
9	Washi	497.43	III	41	Gunjoti	96.15	IV
10	Lohara	434.61	III	42	Walwad	80.76	IV
11	Dhoki	393.59	III	43	Karjkheda	79.49	IV
12	Yedshi	369.23	III	44	Indapur	78.2	IV
13	Jalkot	341.02	III	45	Kasgi	76.92	IV
14	Ter	316.66	III	46	Aarli	71.79	IV
15	Makhani	294.87	III	47	Samudravani	70.51	IV
16	Eet	273.07	III	48	Massa (kh)	66.66	IV
17	Yermala	238.46	III	49	Ranjani	65.38	IV

18	Bembli	235.9	III	50	Jawala	64.1	IV
19	Khamaswadi	202.56	III	51	Aanala	61.54	IV
20	Terkheda	182.05	III	52	Shelgaon	58.97	IV
21	Aandur	178.2	III	53	Naichakur	56.41	IV
22	Tadwal	167.95	III	54	Pedsangvi	53.85	IV
23	Shirdhon	164.1	III	55	Mandva	52.56	IV
24	Jewali	157.69	III	56	Sonari	51.58	IV
25	Pathrud	150	III	57	ChinchpurKh.	48.72	IV
26	Narangwadi	134.61	III	58	Andora	47.43	IV
27	Dahiphal	133.33	III	59	Donja	46.15	IV
28	Pargaon	132.05	III	60	Diggi (Bk)	43.59	IV
29	Yenugur	125.64	III	61	Bavi	33.33	IV
30	Mankeshwar	124.36	III	62	Aapsinga	31.25	IV
31	Aalur	119.23	IV	63	Kear Jawalga	30.11	IV
32	Turori	117.95	IV	64	Aachler	29.12	IV

Source: 1. Intensive Field Work, 2017 -2018.District Census Handbook, Osmanabad District, 2018.

The highest centrality value has been obtained by Osmanabad market center (2838.46) followed by Tuljapur (1489.74) Umarga (12.43.59), Kalamb (961.54), Bhum (826.92), Paranda (750.00) and Naldurga (514.01) (Table 2 and Fig.1). These are very important market centers in the study region.

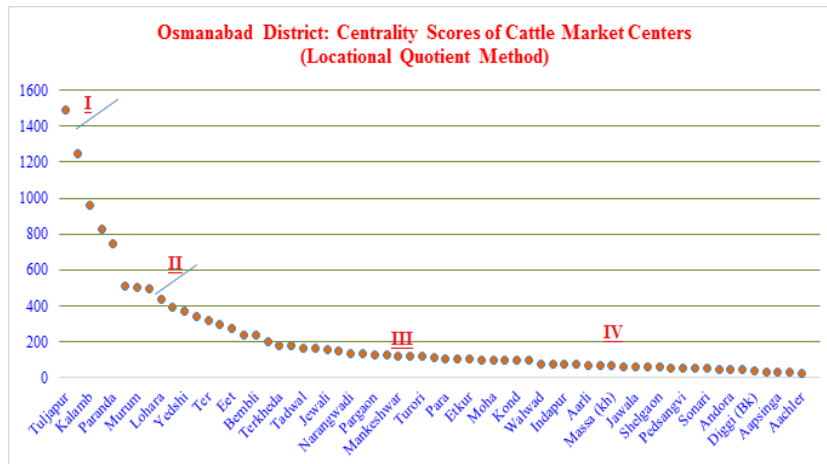


Fig. 2

The highest centrality value has been obtained by Osmanabad market center (2838.46) followed by Tuljapur (1489.74) Umarga (12.43.59), Kalamb (961.54), Bhum (826.92), Paranda (750.00) and Naldurga (514.01) (Table 2 and Fig.1). These are very important market centers in the study region. Osmanabad is a regional market center and they are very important marketing system of the region. Osmanabad, Tuljapur and Umerga are also the leading marketing centers in the region. Kalamb, Bhum, Paranda, Naldurga and Murum are also important weekly market centers in the study area are the sub regional market centers.

The centrality index of 44 centers ranges below 200. It includes mainly village level market centers. Generally these weekly markets are medium size markets and are large villages. About 12

market centers have centrality value ranges between 200 – 500 market centers. The five market centers between 500 to 1000 centrality score are Kalamb, Bhum, Paranda, Naldurga and Murum these market centers. These are weekly and also daily market centers in the study region. It is notable fact that most of the market centers of higher centrality values are facilitated, by developed road, agricultural facilities and other communication network.

CONCLUSION:

The composite scores of centrality obtained by Davies method clearly indicate high difference between the lower and higher values of centrality score of market centers. It is observed that, the places having high centrality are mostly town or city and big settlements in the study region; whereas eastern parts have low centrality score. Those Market centers located in urban areas and overgrowing villages are less in number and have high centrality which provides more services to the population and on the different the market centers located in rural areas are more in number with low centrality score. So its need to improve the facilities regarding the market centres as well as particular town or village for better sustainable development.

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